

ARCHIE
SERIES

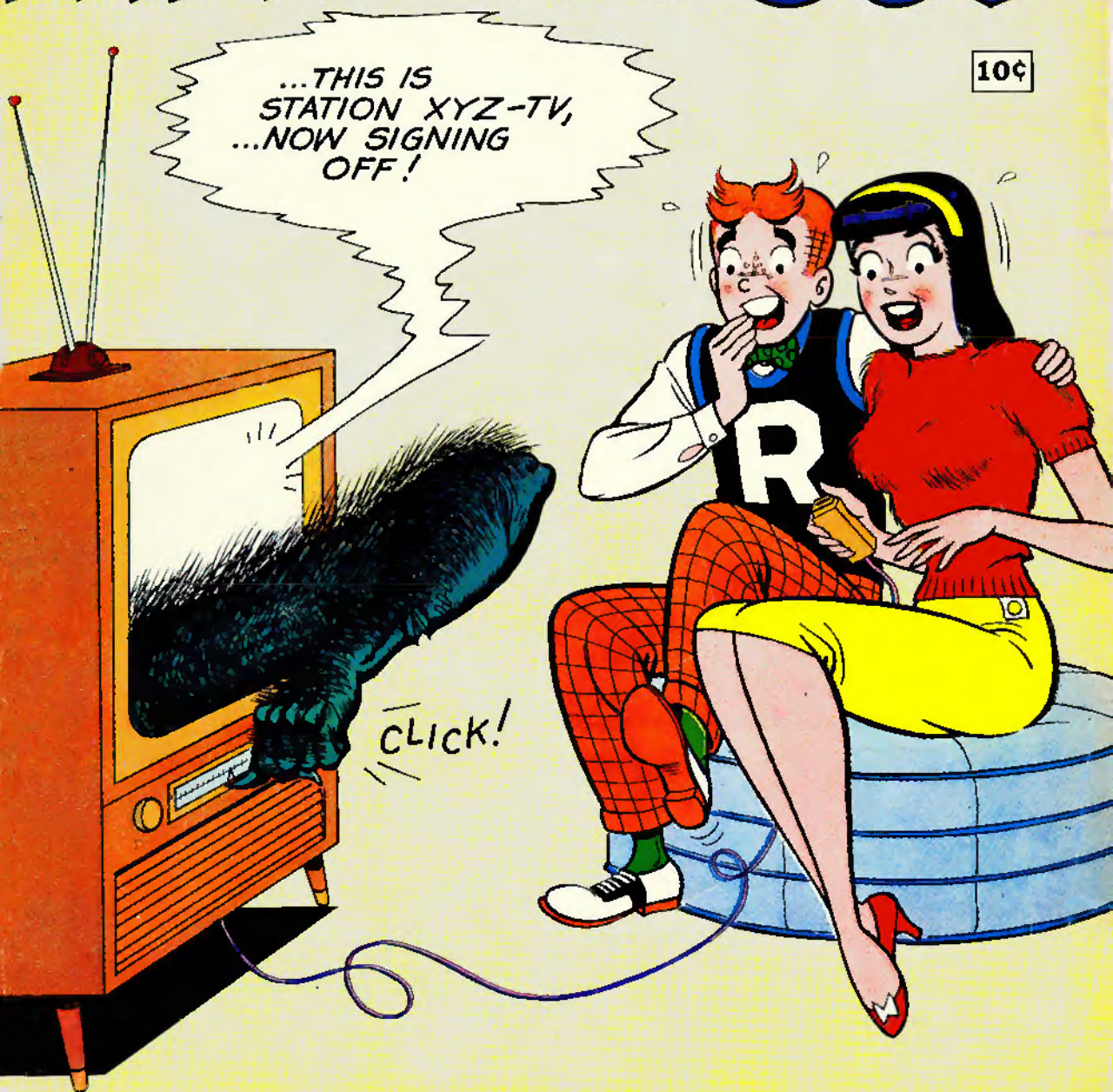
JULY



PDC

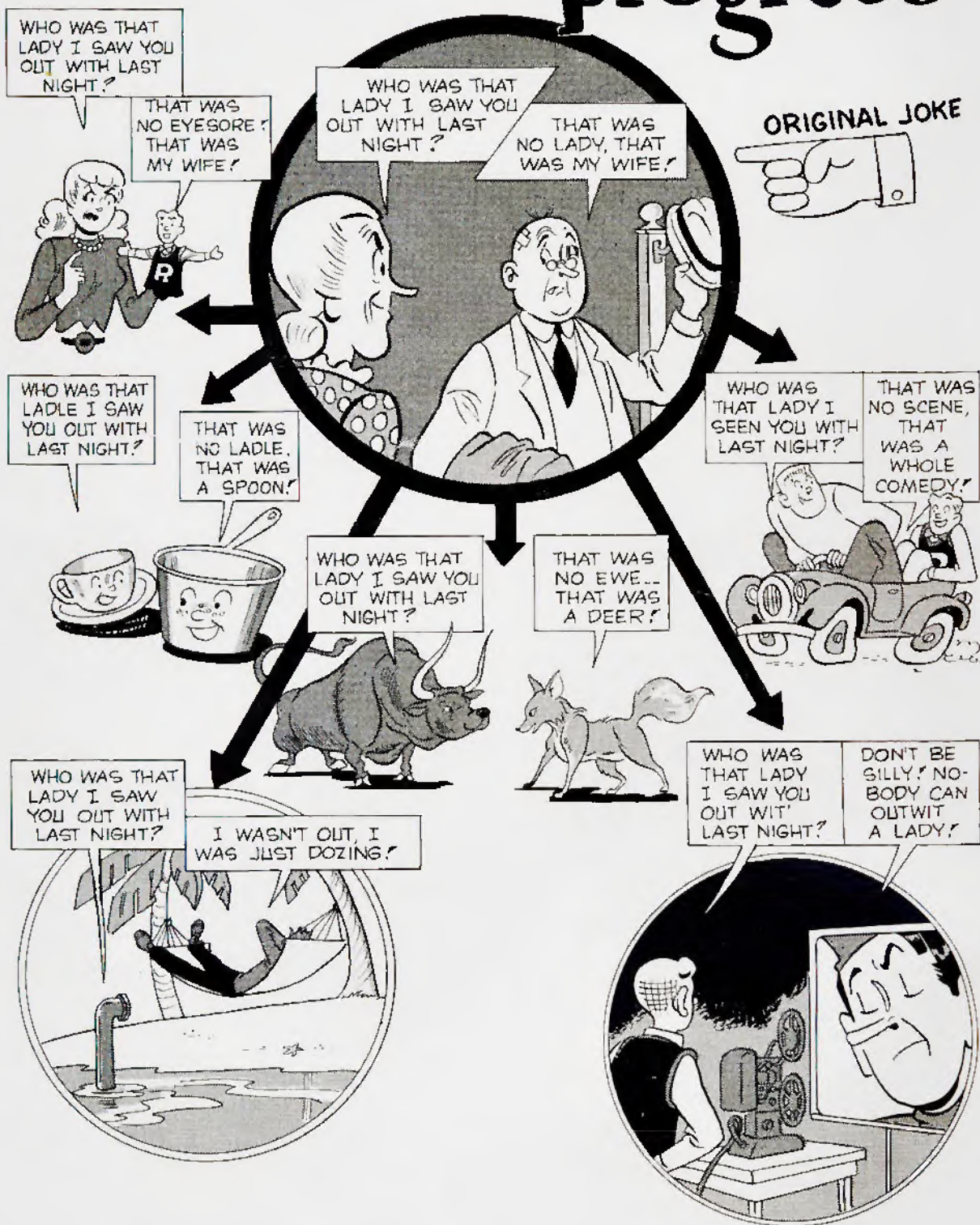
Archie's MAD HOUSE

10¢



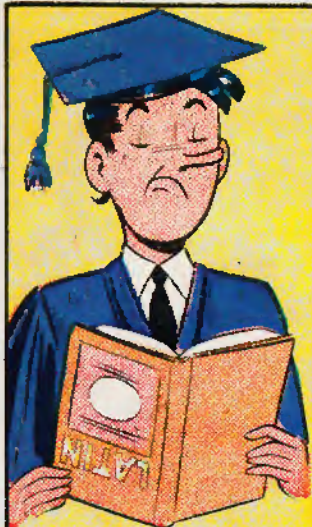
SOMEBODY ONCE SAID, "OLD JOKE'S NEVER DIE--THEY JUST TURN INTO NEW JOKE'S!". HERE FOR EXAMPLE, IS A FAMOUS OLD CHESTNUT...PLUS THE VARIOUS CHANGES THAT ILLUSTRATE...

a joke's progress



JUGHEAD SAYS--

Y'know what the trouble with school is? The trouble with school is that they teach us the **WRONG THINGS!** Instead of Latin and Algebra, we kids oughta get courses we can really **USE!** To show what we have in mind, here are **OUR** ideas on--

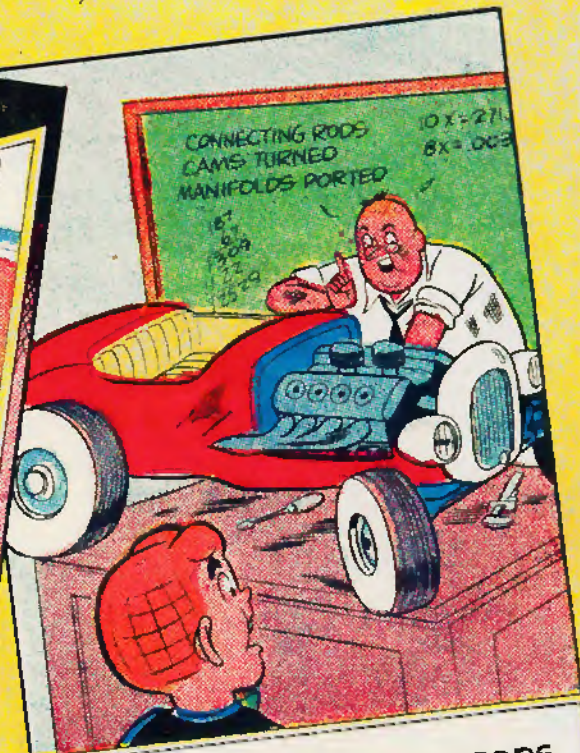


NEW SCHOOL COURSES FOR TEEN-AGERS

(Courses mentioned below were taken from the catalogue of that fabulous new school **MADHOUSE HIGH!**)



COURSE #1
BASIC MOVIE WATCHING
1ST SEMESTER: CINEMASCOPE
2ND SEMESTER: SCENT-O-VISION



COURSE #2
CARE AND FEEDING OF HOT RODS
PART 1: HOT ROD CONSTRUCTION
PART 2: HOW TO WIN AT DRAG RACES



**COURSE #3
ADVANCED LOAFING
(FOR ALL STUDENTS)**



**COURSE #4
SHRIEKING AT ROCK 'N'
ROLL SHOWS
(FOR GIRLS ONLY)**

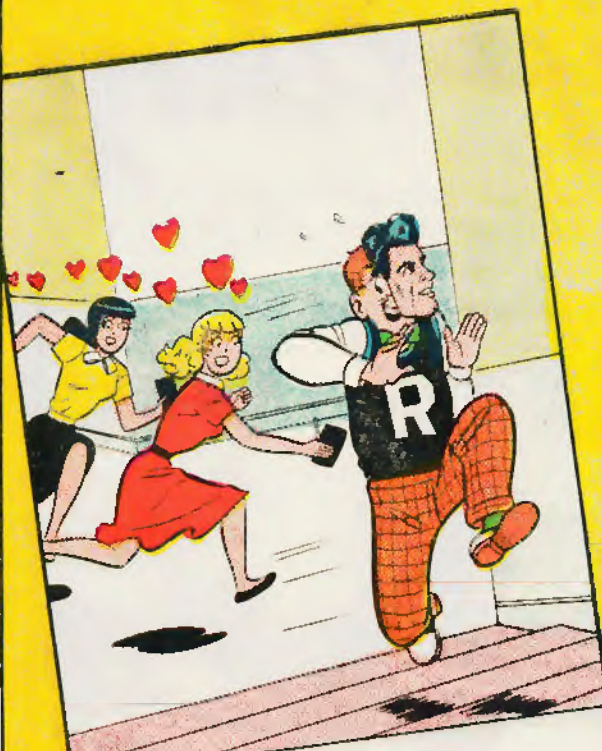


**COURSE #5
USE OF BODY ENGLISH
IN BOWLING**

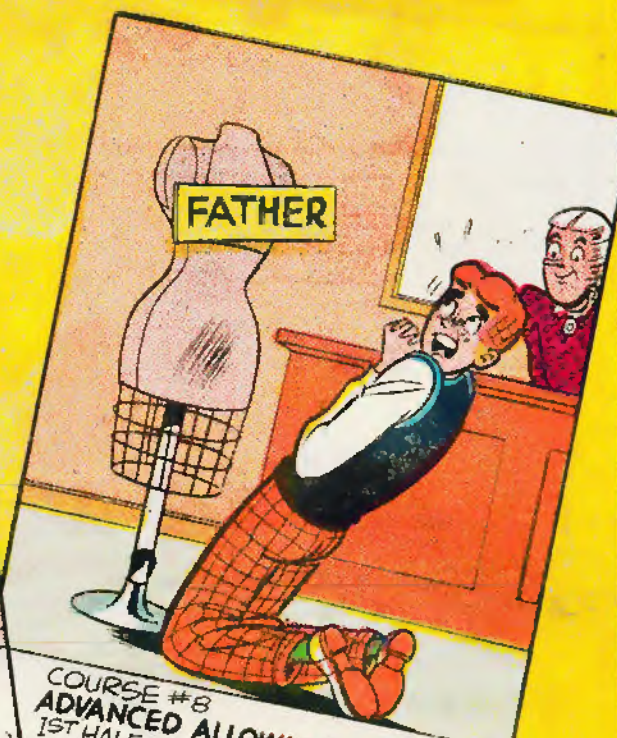


**COURSE #6
CHA CHA AND JITTERBUG
FOR BEGINNERS!**

MORE!➔



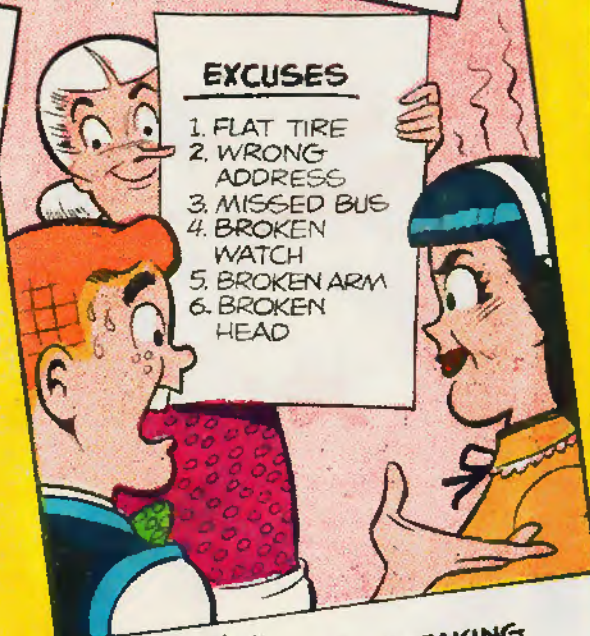
COURSE #7
ELEMENTARY AUTOGRAPH
COLLECTING. (NOTE JUKEBOX
 PLAYING MAY BE CHOSEN AS A SUBSTITUTE)



COURSE #8
ADVANCED ALLOWANCE PLEADING
 1ST HALF: HOW TO GET A RAISE
 2ND HALF: HOW TO KEEP YOUR
 FRIENDS FROM BORROWING IT.



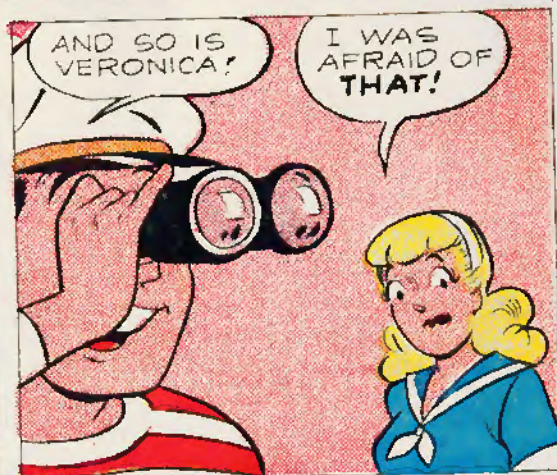
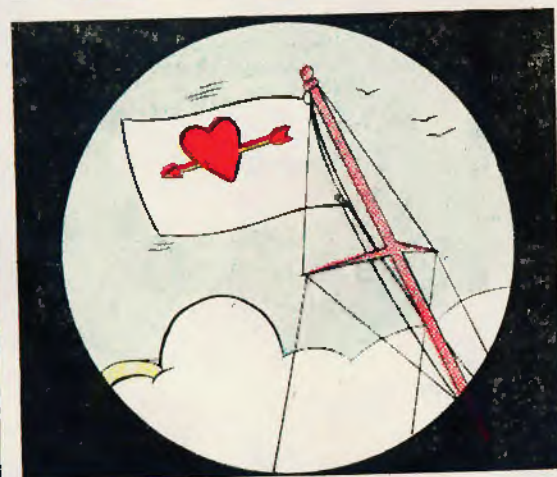
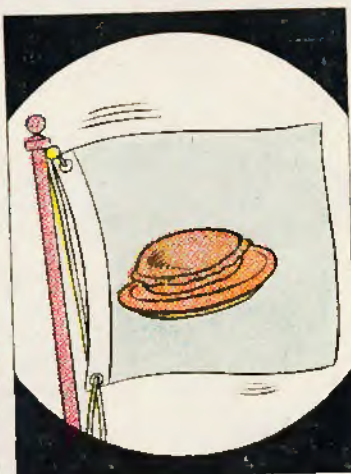
COURSE #9
BASIC CHORE-SHIRKING



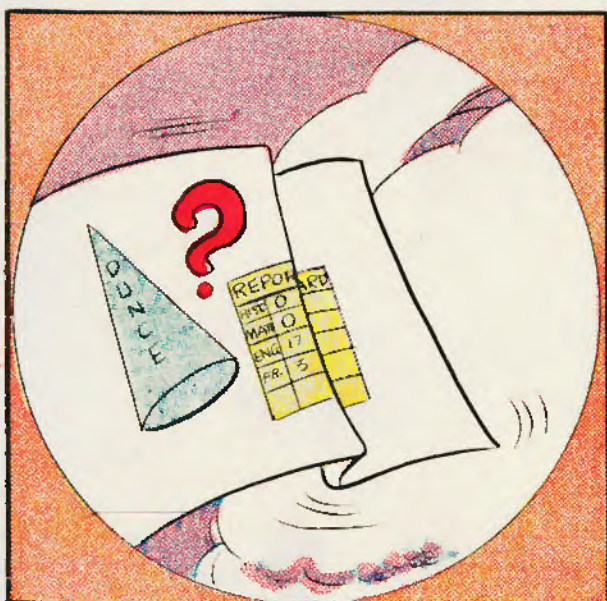
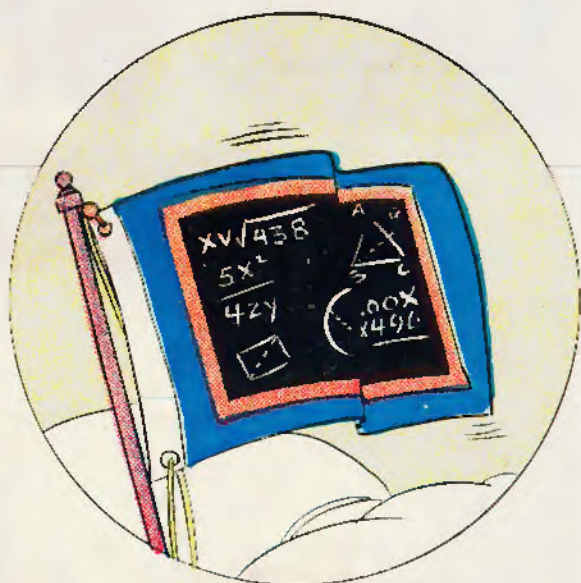
COURSE #10
ELEMENTARY DATE-BREAKING
 PART 1: HOW TO STAND UP A DATE.
 PART 2: HOW TO FIB YOUR WAY OUT OF IT.

DON'T DELAY! ENROLL AT MADHOUSE HIGH SCHOOL- TODAY!

Betty Ships Ahoy

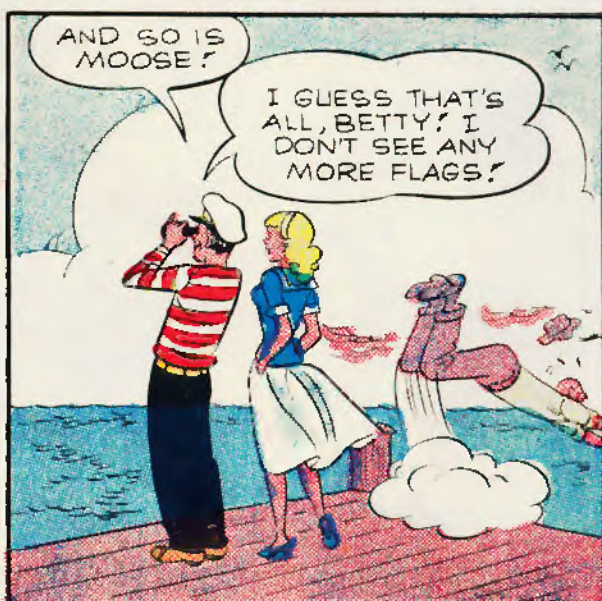


LOOKS LIKE
MISS GRUNDY
IS ABOARD..!



AND SO IS
MOOSE?

I GUESS THAT'S
ALL, BETTY! I
DON'T SEE ANY
MORE FLAGS!

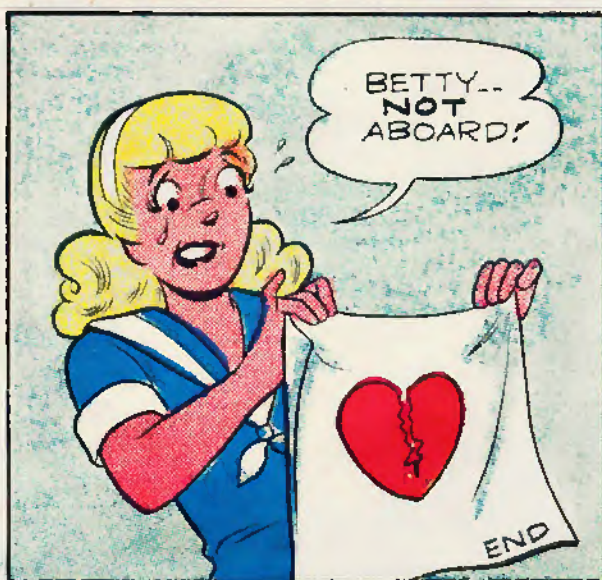


HERE'S ONE MORE
FLAG THAT SHOULD
BE FLYING ON THE
MASTHEAD!

WHAT'S
THAT
SUPPOSED
TO BE?



BETTY...
NOT
ABOARD!

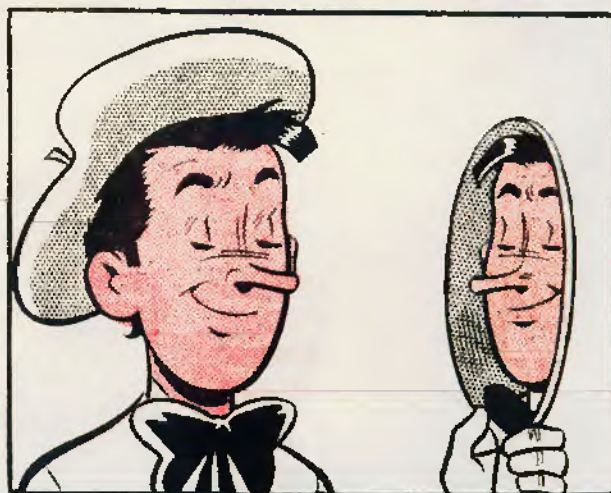
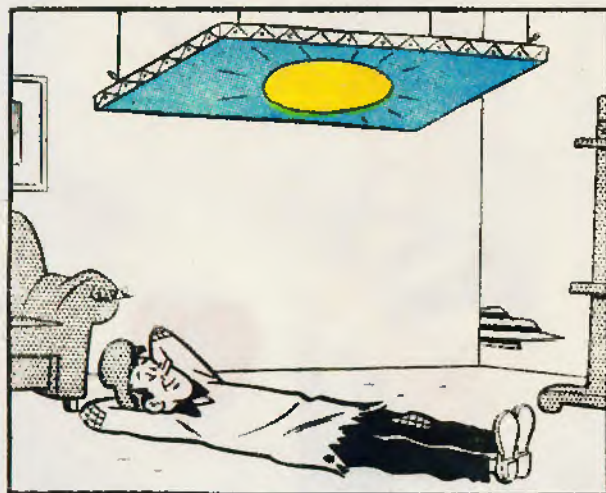
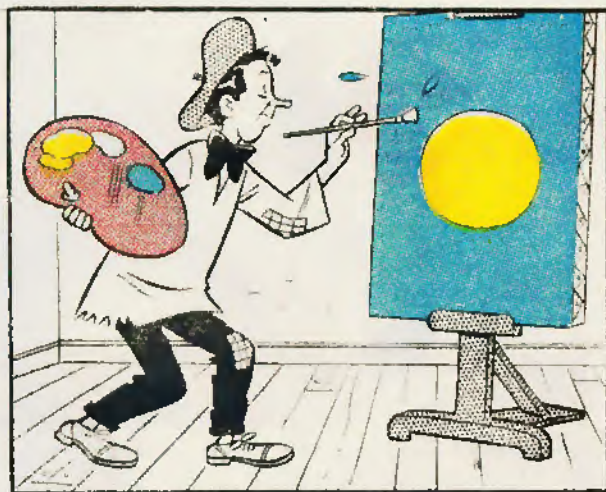
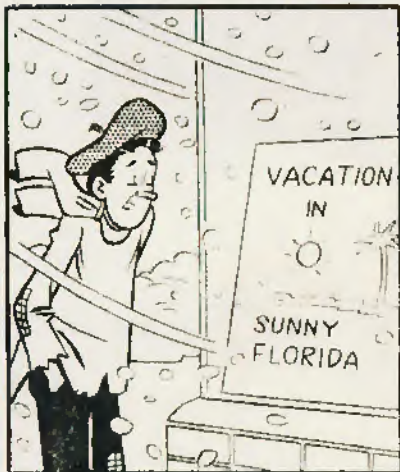


Jughead



DIPSY DOODLES

"A
PLACE
IN THE
SUN"





DILTON SAYS:

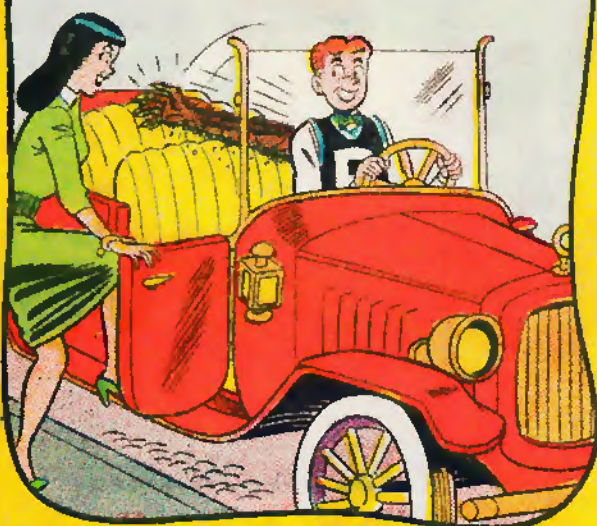
This is the age of SCIENCE--and people are always inventing new gadgets to show how scientific this age of Science IS!

But they keep inventing things for ADULTS only! What we REALLY need are things for the younger folks--like, for example, these...

MADHOUSE

GADGETS FOR TEEN-AGERS!

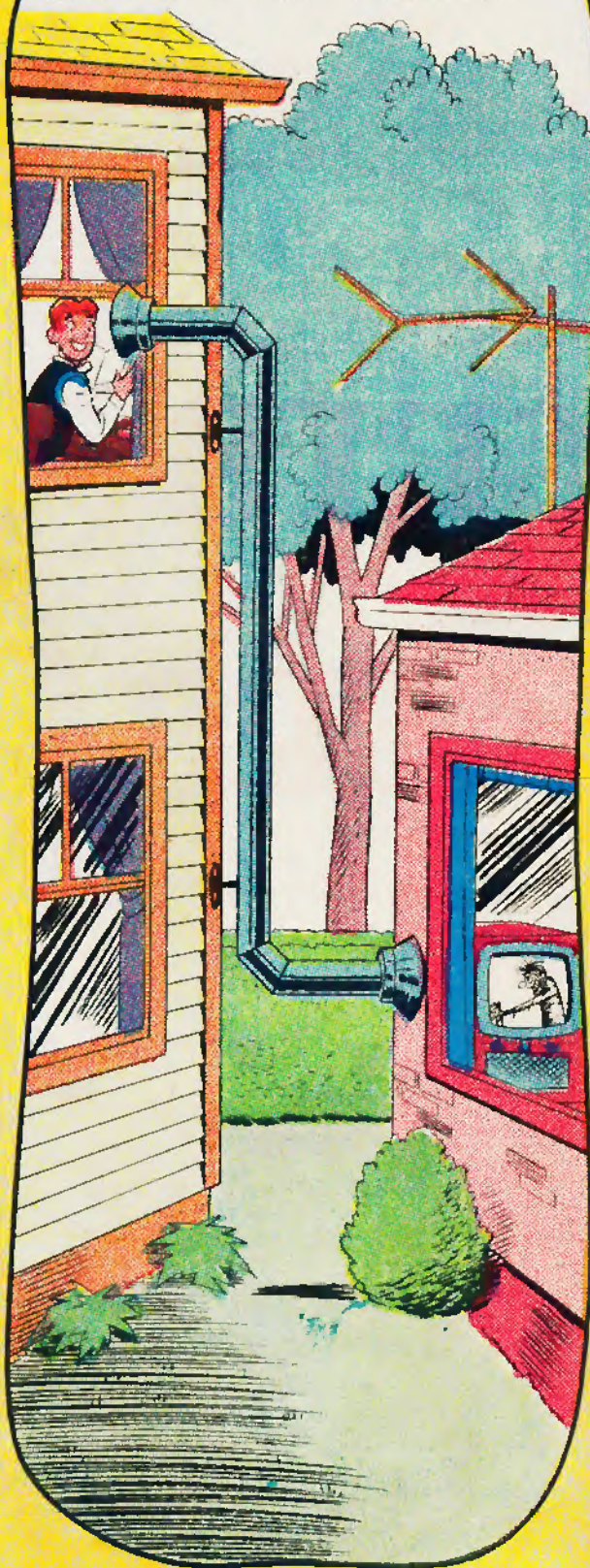
AN ATTACHABLE THIRD ARM--
FOR THE GUY WHO LIKES TO KEEP
TWO HANDS ON THE WHEEL AND ONE
AROUND HIS GIRL'S SHOULDERS!



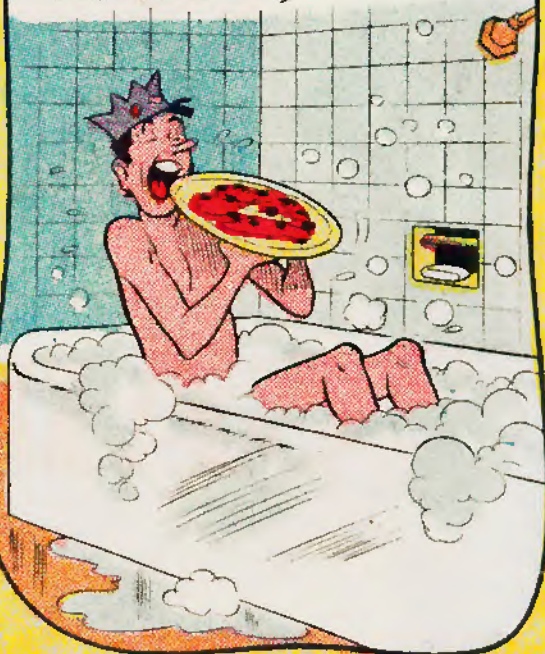
A DOUBLE-END STRAW--
FOR COUPLES WHO ARE GOING
STEADY!



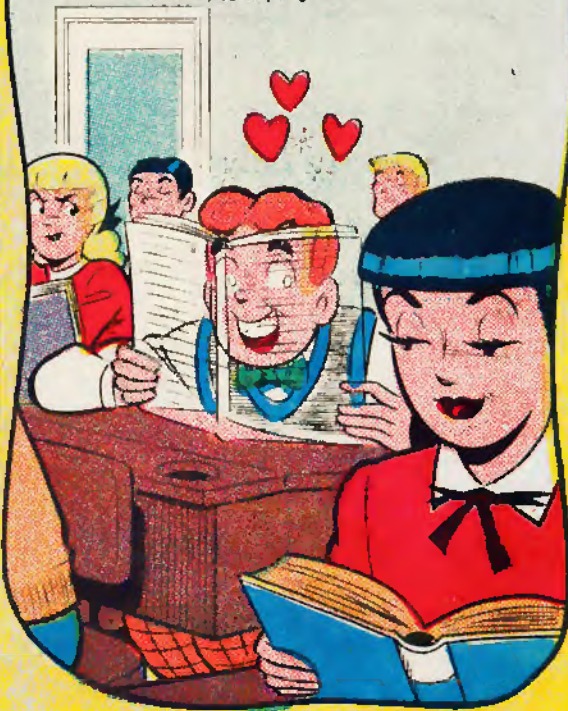
A TV PERESCOPE--
SO YOU CAN WATCH THE NEIGHBOR'S
TELEVISION SET WHILE YOU'RE UP-
STAIRS DOING YOUR HOMEWORK!



A WATERPROOF PIZZA--
FOR JUGHEAD-TYPE KIDS, WHO
LIKE A SNACK WHILE THEY'RE
TAKING A BATH (EXCEPT THAT
JUGHEAD TYPE KIDS HATE
TAKING A BATH!)

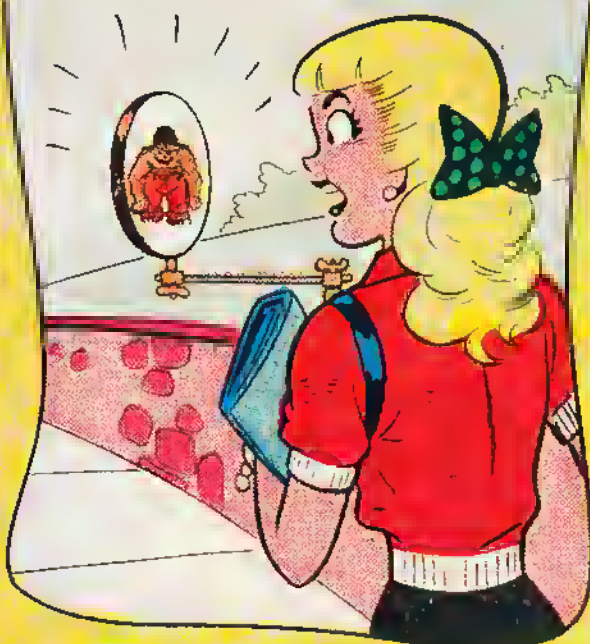


A CELLOPHANE TEXT BOOK--
SO YOU CAN STUDY, AND AT THE
SAME TIME WATCH EVERYTHING
THAT'S GOING ON IN THE CLASS-
ROOM!



AND HERE ARE SOME GADGETS JUST FOR THE LADIES:

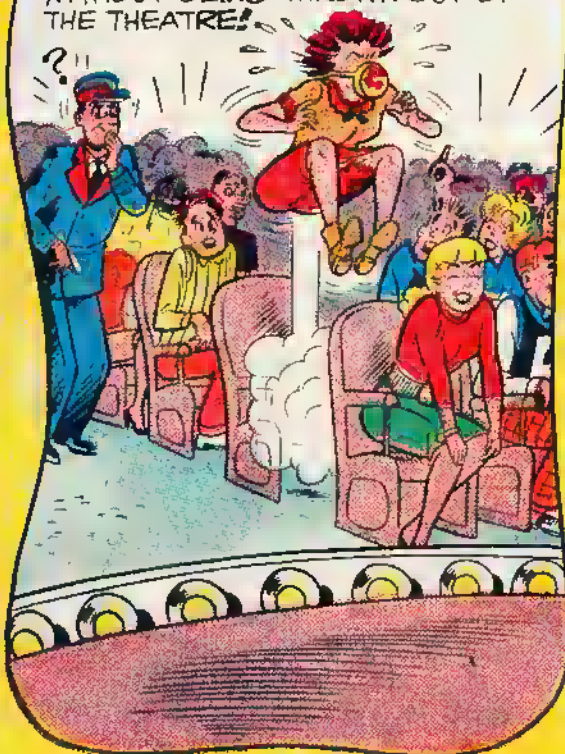
A SHOULDER MIRROR...
SO YOU CAN SEE IF THAT DREAMY NEW
BOY IS (YOU HOPE) FOLLOWING YOU
HOME FROM SCHOOL.



**A COMBINATION COMPACT AND
GAS TANK--** HOLDS A GALLON
OF GASOLINE, FOR USE WHEN THAT
WOLF'S CAR BREAKS DOWN
"ACCIDENTALLY" ON YOUR FIRST DATE!



A MOUTH MUFFLER--
SO YOU CAN SCREAM ALL YOU
WANT AT A ROCK 'N' ROLL SHOW,
WITHOUT BEING THROWN OUT OF
THE THEATRE!



GENTLEMEN! YOUR TEEN-AGE GADGETS
ARE ABSOLUTELY ENDSVILLE! PLEASE
SEND THE ONE CHECKED BELOW! FOR
EACH ONE CHECKED, I ENCLOSE \$15,000
IN BUFFALO NICKELS AND A MODEL OF
THE TAJ MAHAL BUILT ENTIRELY OF
HALVAH!

- ☐ THIRD ARM
- ☐ DOUBLE-END STRAW
- ☐ TV PERISCOPE
- ☐ WATERPROOF PIZZA
- ☐ CELLOPHANE TEXT BOOK
- ☐ SHOULDER MIRROR
- ☐ COMPACT GAS TANK
- ☐ MOUTH MUFFLER

NAME _____

ADDRESS _____

STATE _____ PLANET _____



AUNT JUGGIE'S Advice to the Lovelorn

Dear Aunt Juggie,
My boy friend never
takes me anywhere. He
always wants to save
money. Do you approve
of this? - Bored

Dear Board,
Yes, It's smart to save money. You
never can tell, it might be worth
something some day.

DEAR AUNT JUGGIE--

IS IT PERMISSABLE TO
EAT ICE CREAM, SING SONGS
AND PLAY RECORDS WHILE
ON THE TELEPHONE?

- G.M.L.

Dear G.M.L.
Not unless it's a
"party" line!

DEAR AUNT JUGGIE..
MY MOTHER IS VERY OLD-
FASHIONED SHE WON'T ALLOW
ME TO PUT PAINT ON MY
FINGERNAIL. WHAT CAN I DO?
- UNHAPPY

Dear Unhappy,
Ask her how she feels about
wall paper.

DEAR AUNT J.
I WOULD LIKE TO MEET A
BOY WITH SQUARE SHOULDERS
AND BEAUTIFUL WHITE TEETH. HE
MUST ALSO BE SOLID, UPRIGHT
AND GRAND.

- LONESOME

Dear Lonesome,
You don't want a boy--you
want a piano.

Dear Aunt Juggie,
My girl friend left me--
but my father said not
to worry.. because there
are lots of good fish in
the sea. Do you agree?
- Billy K.

Dear Billy K. -
Sure, but who wants to go to
the movies and hold hands with
a sardine?

I KE, DEAR AUNT J.

MY FOLKS BUG ME, I
MEAN, LIKE, THEY DON'T
TUMBLE TO MY JIVE, I'M
JUST NOT MAKIN' THE
SCENE WITH THEM. SO
WHY DON'T THEY
UNDERSTAND ME?

SHeldon B.

Dear Sheldon B. -
Maybe you don't talk the
same SLANG-uage!

Dear Aunt Juggie,

Everytime my boy-
friend brings me home
from a date he tries
to get fresh. He says
it's an old Armenian
custom. What should I do?
Puzzled

Dear Puzzled,
Tell him to bother an old Armenian,
and leave you alone.

Dear Aunt J.

My boy friend keeps winking
at other girls. He says it's
just a nervous habit. Should
I send him to the doctor
for an eye examination?

Suzie B.

Dear Suzie B. —

No. He hasn't got EYE
trouble—he's got YOU trouble!

DEAR AUNT JUGGIE—

MY BOY FRIEND IS 24 YEARS
OLD. HE SMOKES 30 CIGARS
A DAY. I READ RECENTLY THAT
SMOKING IS VERY UNHEALTHY.
WHAT SHOULD I DO?

TROUBLED

Dear Troubled,
Give up reading.

Dear Auntie J.

I dig a cool chick
at school, but she digs
some other cat, who I
don't dig at all. How
can I get her to dig
the fact that I dig
her the most?

—All shook up—

Dear All Shook up—

Keep digging. You might at
least strike oil.

DEAR AUNT JUGGIE—

I AM IN LOVE WITH
A POSTMAN, BUT HE
DOESN'T LOVE ME.
HE'S ONLY INTERESTED
IN CATS, CATS, CATS. WHAT
DO YOU ADVISE?

ALICE K.

Dear Alice K. —

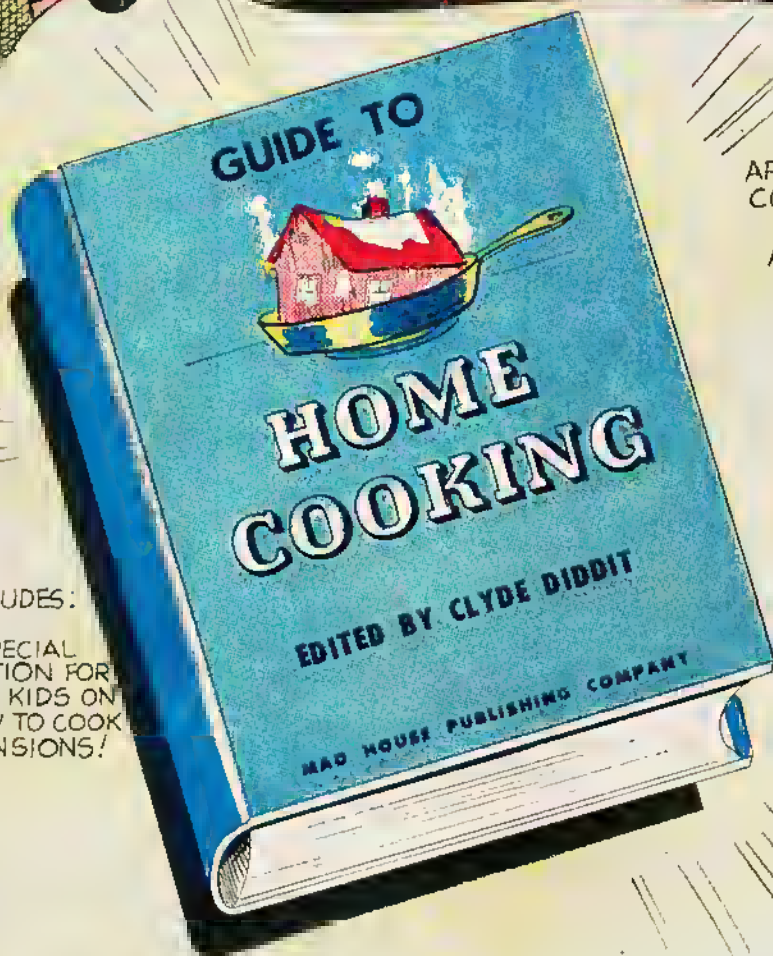
Forget him. A postman who likes
cats belongs in the Dead Litter
Office. --- (Ouch!)



VERONICA SAYS:

GIRLS! GIRLS! GIRLS! HERE IT IS! THE BOOK OF THE YEAR -- THE BOOK OF THE DECADE -- THE BOOK OF THE CENTURY! YES, YES! IT'S --

MAD HOUSE'S



INCLUDES:

A SPECIAL SECTION FOR RICH KIDS ON HOW TO COOK MANSIONS!

ARE YOU TIRED OF COOKING PUP TENTS?

ARE YOU TIRED OF COOKING LOG CABINS?

NOW, AT LAST, YOU CAN LEARN TO COOK **REAL HOMES!**

SEND FOR THIS DANDY COOK BOOK TODAY!

BONUS OFFER

THE FIRST FIVE PURCHASERS WILL RECEIVE, FREE, A SPLIT-LEVEL STOVE FOR USE IN PREPARING SPLIT-LEVEL HOUSES!



DEAR SIR: I WANT MY COOKING TO BRING DOWN THE HOUSE! PLEASE SEND ME A COPY OF YOUR NEW GUIDE! I ENCLOSE 3,476,000 RUBLES AND MY UNCLE LOUIE!

NAME _____ CELL NO. _____

HANDCUFF SIZE _____



HERE WE GO AGAIN. GANG-WITH
ANOTHER COLLECTION OF VERY
FUNNY, HIGHLY ORIGINAL, AND
POSITIVELY NAUSEATING

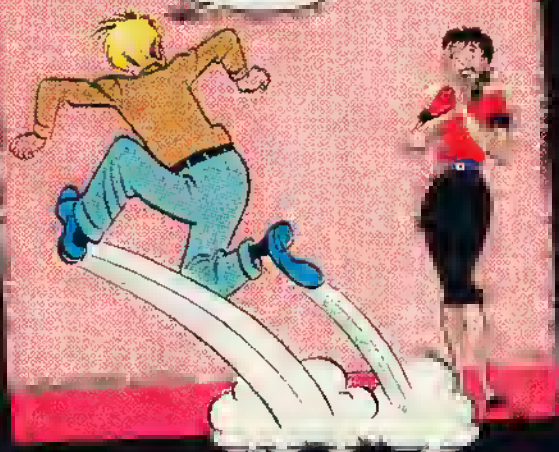


MAD HOUSE PEOPLE

the **BOY** who

JUMPED FOR JOY

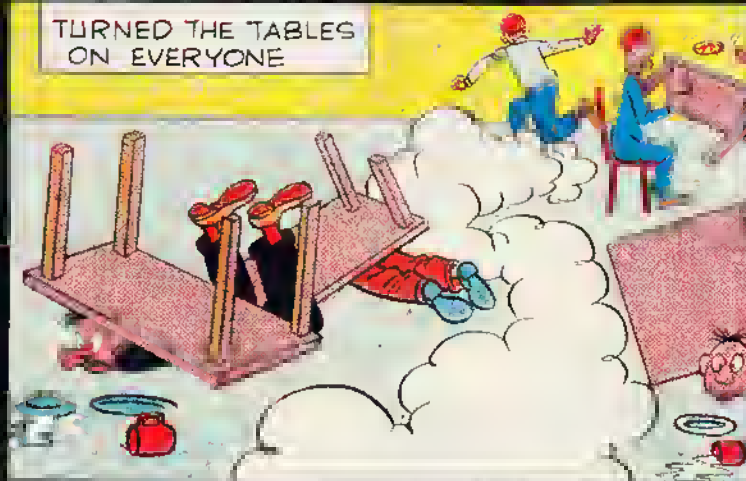
HOW'S
THIS,
JOY?



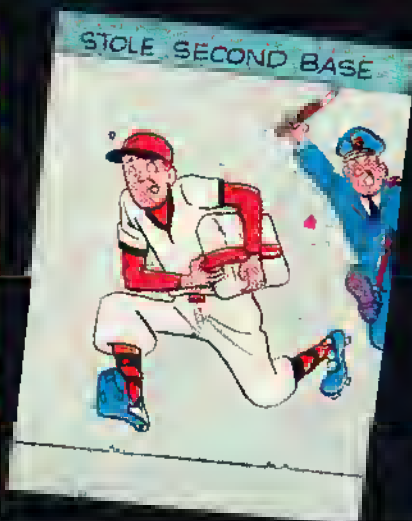
GROUND HIS TEETH
IN ANGER



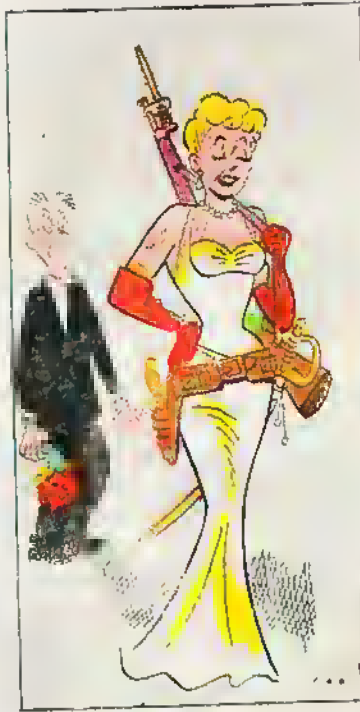
TURNED THE TABLES
ON EVERYONE



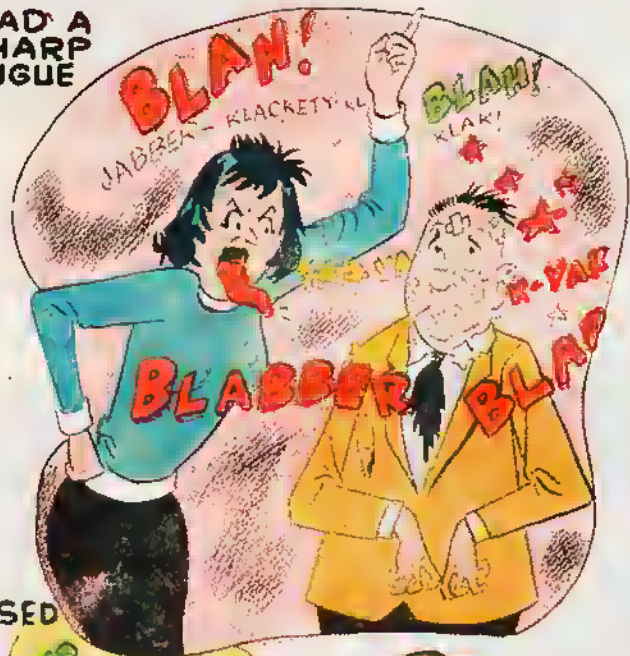
STOLE SECOND BASE



the **GIRL** who



... HAD A
SHARP
TONGUE



... WAS DRESSED
TO KILL



WIPED THE SMILE
OFF HER FACE

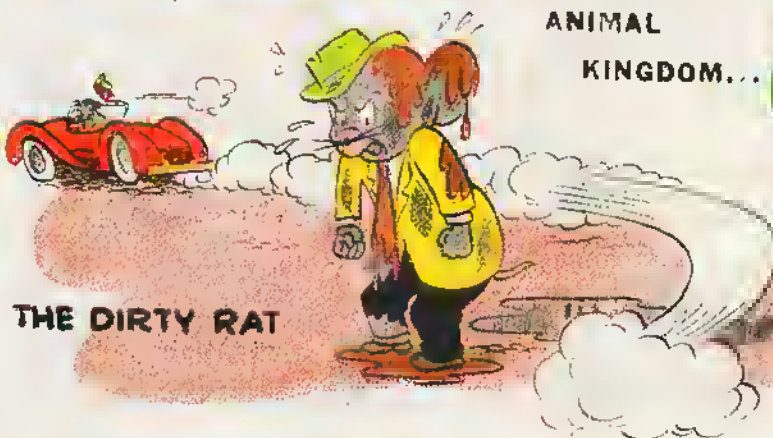


BROKE HER DATE

AND IN THE
ANIMAL
KINGDOM...



THE
LUCKY
DUCK



THE DIRTY RAT

ARCHIE'S DAD SAYS...



TEEN-AGERS ARE ALL **CAR-CONSCIOUS**. THEY **TALK CARS**-
THEY **THINK CARS**-THEY **DREAM CARS**-THEY DO
EVERYTHING BUT **WEAR CARS**-AND THEY'D EVEN DO
THAT, IF POSSIBLE!

SO- WE GOT TO WONDERING WHAT **WOULD**
HAPPEN IF THE **ALTO** MAKERS DESIGNED CLOTHES FOR
TEEN-AGERS. AS WELL AS CARS-
AND HERE'S THE RESULT...
A **MAD HOUSE** COLLECTION OF...

AUTO FASHIONS!....

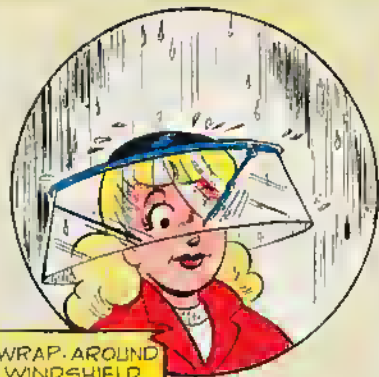


DOUBLE-BEAM
EYE GLASSES.

THE
TAILFIN
SPORTS
JACKET.

THE
PUSH-BUTTON
CONVERTIBLE
CAPE.

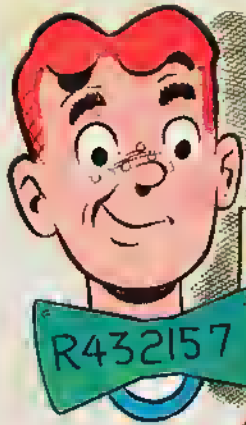




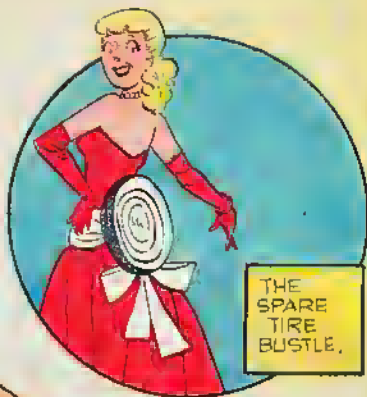
WRAP-AROUND
WINDSHIELD
RAIN BONNET.
(WIPER
OPTIONAL)



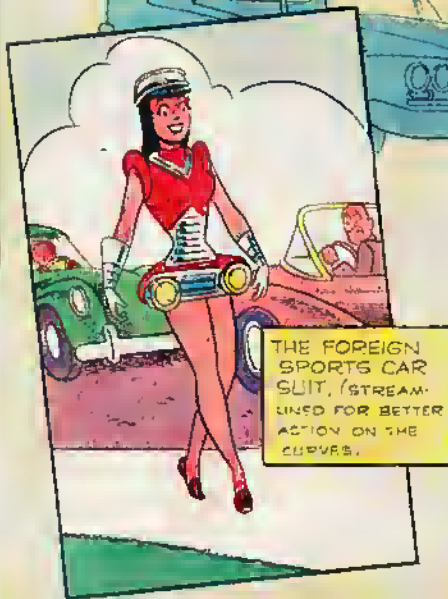
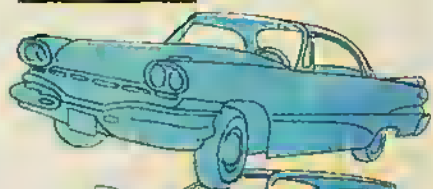
THE FENDER
TOPCOAT.



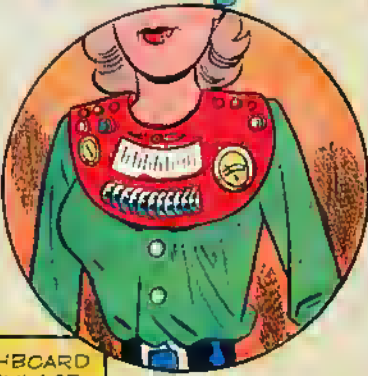
THE LICENSE
PLATE BOW-TIE
(MUST BE CHANGED
EVERY YEAR)



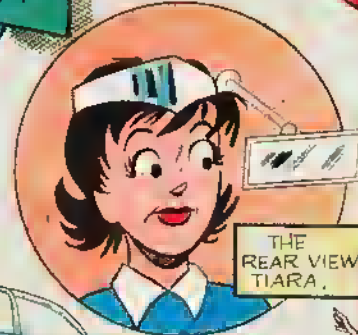
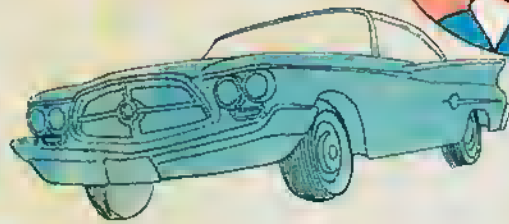
THE
SPARE
TIRE
BUSTLE.



THE FOREIGN
SPORTS CAR
SUIT, (STREAM-
LINED FOR BETTER
ACTION ON THE
CURVES.



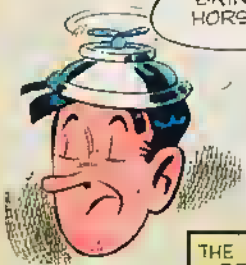
DASHBOARD
NECKLACE.



THE
REAR VIEW
TIARA.



THE CHROMIUM
GRILL COCKTAIL
GOWN.



IF YOU ASK ME,
THIS IS GOING TO
BRING BACK THE
HORSE 'N' BUGGY."

THE HUB CAP
BEANIE.

GENTLEMEN: YOUR AUTO FASHIONS ARE
JUST MY STYLE." PLEASE SEND ME THE
ITEMS LISTED BELOW."

FOR EACH ONE, I ENCLOSE 25 MODEL
"T" FORDS AND THE STEERING WHEEL
FROM A 1916 MAXWELL.

NAME _____
ADDRESS _____
COUNTRY _____ HEMISPHERE _____
GALAXY _____ PLANET _____



JUGHEAD SAYS:

Did you ever notice how all the exciting things in life seem to happen to OTHER people? Well, now, thanks to **MADHOUSE**, you can change all that! At last, instead of being an unimportant shnook, you can be an **IMPORTANT shnook!**

How?? By using this dandy set of--

ADD-A-FACE PHOTOS!

- 1) SIMPLY CUT OUT YOUR OWN PHOTOGRAPH AND PASTE IT IN THE BLANK OVALS ON THESE PICTURES--THEN YOU CAN START BOASTING!
- 2) IF YOU HAVEN'T ANY PHOTOGRAPHS OF YOURSELF, TRY RE-DESIGNING YOUR FACE SO IT LOOKS LIKE A BLANK OVAL-- THEN YOU CAN STILL USE THE PICTURES---!!



ADD-A-FACE PHOTO #1
A SOUVENIR OF THE
BURNING TREE GOLF COURSE



ADD-A-FACE PHOTO #2
A SOUVENIR OF THE
STORK CLUB



ADD-A-FACE PHOTO #3
A SOUVENIR OF THE 1960
PRESIDENTIAL INAUGURATION



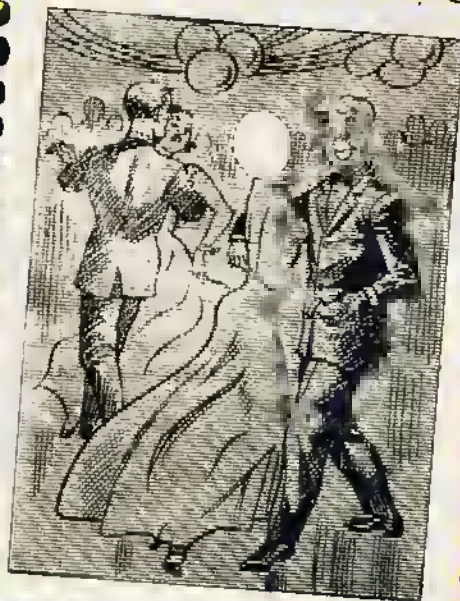
ADD-A-FACE PHOTO #4: A SOUVENIR OF THE ROSE BOWL GAME...

ADD-A-FACE
PHOTO #5: A
SOUVENIR OF
MOUNT EVEREST..

AND
LET'S
NOT
FORGET
THE
LADIES...



ADD-A-FACE PHOTO #6
A SOUVENIR OF THE
MISS AMERICA CONTEST...



ADD-A-FACE PHOTO #7
A SOUVENIR OF THE
RIVERDALE HIGH SCHOOL PROM...

WHAT GREAT EVENT WOULD YOU LIKE TO BE PART OF? SEND US YOUR IDEAS!
IF SPACE ALLOWS, WE'LL CREATE AN "ADD-A-FACE" PHOTO. (THE SPACE
REFERRED TO IS MARVIN K. SPACE, OUR MANAGING EDITOR.)



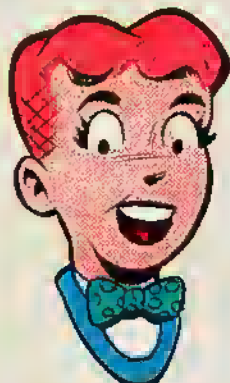
ARCHIE SAYS:

Some time ago we ran an article on female hair-dos of the future. Well, sir--it got us thinking (sure we can think!) The way the gals are taking over boys clothing styles, maybe they'll try **STEALING OUR SCALPS** next!

To show what we mean, here's a **MADHOUSE** look at what **COULD** happen--

If GIRLS WORE BOYS HAIR STYLES!

BETTY MODELS



THE "ARCHIE" LOOK!

VERONICA MODELS



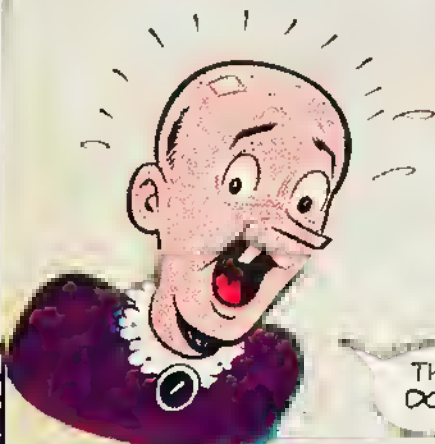
THE "REGGIE" LOOK!

MIDGE MODELS



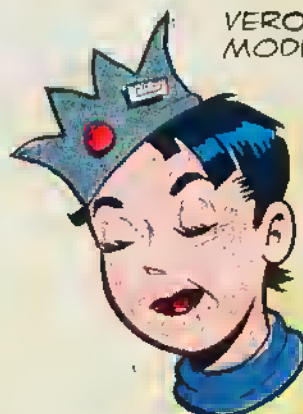
THE "BEAT" LOOK!
(THEY'LL GET TO THE BEARDS--JUST GIVE THEM TIME!)

MISS GRUNDY MODELS



THE "YUL" LOOK!

VERONICA MODELS



THE "JUGHEAD" LOOK!

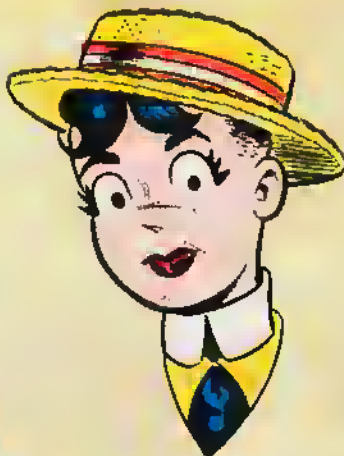
THE THINGS I
DO FOR THIS COMIC
BOOK!

BETTY MODELS



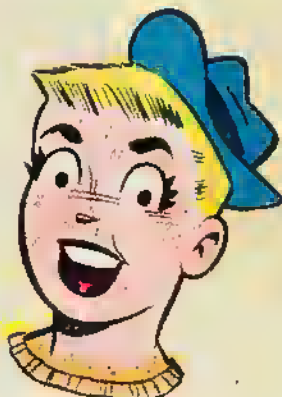
THE "LASSIE" LOOK!
(SURE, HE'S A HE, SILLY!)

MIDGE MODELS



THE "GAY NINETIES" LOOK!

BETTY MODELS



THE "BIG MOOSE" LOOK!

LIKE COMB UP
AND SEE ME
SOME TIME!

VERONICA MODELS



THE "SUNSET STRIP" LOOK!

MISS GRUNDY MODELS



THE "CLYDE
DIDDIT" LOOK!

NOW LET'S TURN THE TABLES, AND SEE WHAT HAPPENS WHEN
MR. WEATHERBEE MODELS

THE **MARILY MONROE** LOOK!

THANK FOR THIS
ABSOLUTELY RIDICULOUS
IDEA TO:

PHYLLIS BOSS,
GRAND RAPIDS,
MICHIGAN

DEAR EDITOR-
SOME THINGS ARE JUST
PLAIN IMPOSSIBLE! I QUIT!

- THE ARTIST

P.S. BESIDES, I HAVE TO GO
OUT FOR A HAIRCUT!



JUGHEAD SAYS:

There's a well known theory that teen-agers can run things better than their elders -- (It should be well-known -- We STARTED it!!)

Anyway -- to show just how jolly everything COULD be, here's MADHOUSE'S version of what might happen --

IF TEEN AGERS RAN THE AIRLINES...!

FOR ONE THING, WE'D REDESIGN
THE HOSTESSES UNIFORMS --

THERE'D BE SOME CHANGES
ON THE AIRWAVES, TOO --



PRESSURIZED
BULKY
SWEATER

KILTS AND
LEOTARDS
FOR
WARMTH

4 INCH SPIKE
HEELS FOR
ALTITUDE



PIZZA
FLAVORED
BUBBLE GUM

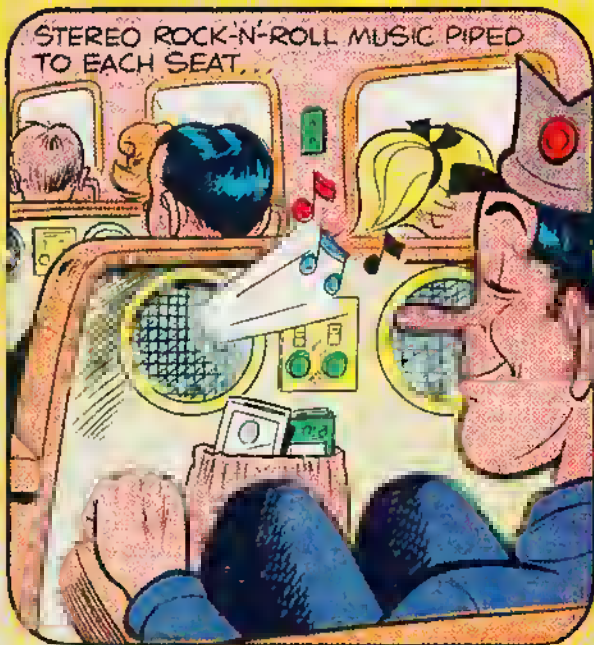
FLIGHT 123 TO CONTROL PAD!
FLIGHT 123 TO CONTROL PAD! LIKE,
WE'RE FLIPPING A HIP RUDDER --
MAKIN' THE BIT AT 33 1/3 R.P.M.'S,
MAN! THIS GIG IS REALLY
JUMPIN' SO PEG OUT THE RUN-
WAY, DADDY-O, FOR A REAL
COOL DOWN-PUT!



OLD STYLE UNIFORM • NEW STYLE UNIFORM

LUXURY FLIGHTS WOULD OFFER SWELL NEW INDUCEMENTS, SUCH AS ---

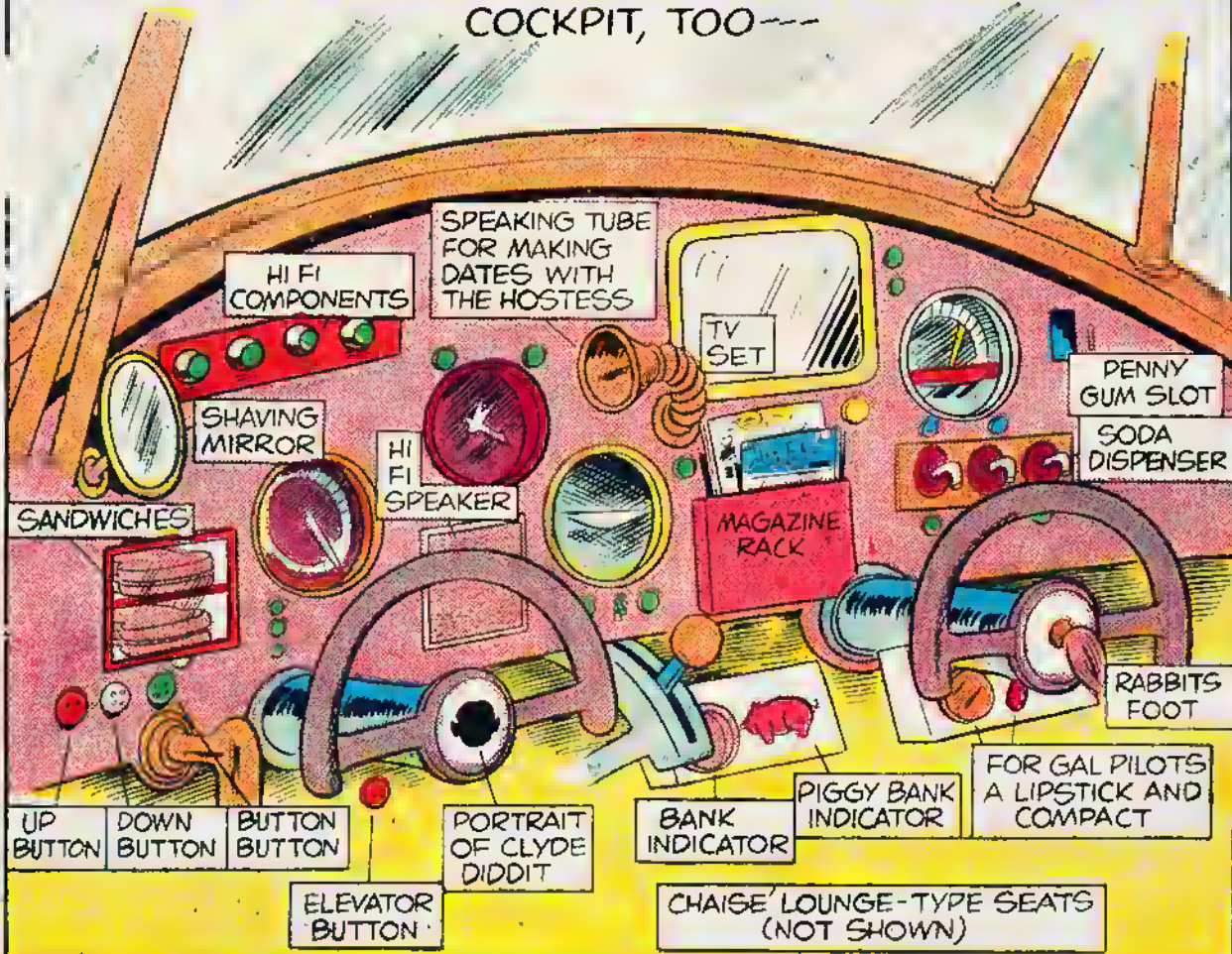
STEREO ROCK-N-ROLL MUSIC PIPED TO EACH SEAT.



BOWLING IN THE CENTER AISLE (BREAK 250 AND THE TRIP IS FREE)



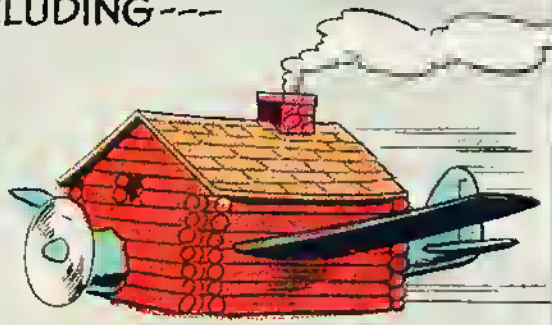
THERE WOULD BE LOTS OF CHANGES IN THE PILOT'S COCKPIT, TOO---



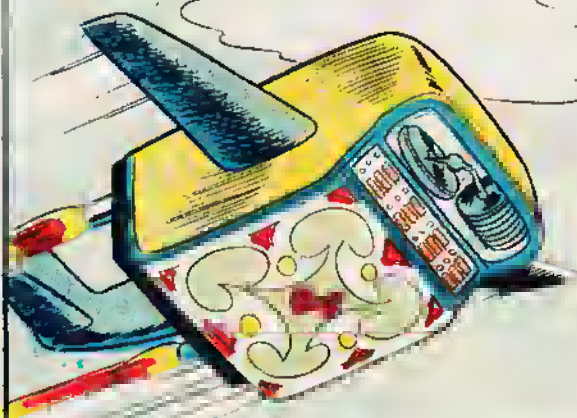
...AND, OF COURSE, WE'D HAVE A WHOLE NEW LINE OF AIRPLANES, INCLUDING---



THE TWIN-MOTORED HOT ROD



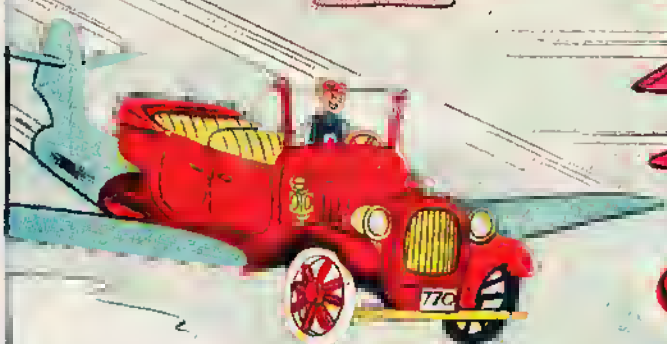
THE CABIN PLANE



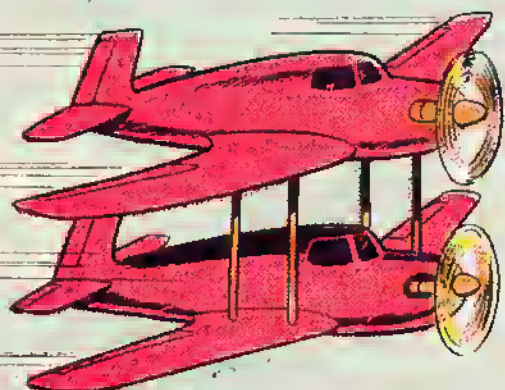
THE FLYING JUKE BOX



THE CONVERTIBLE HEPCAT-OPTER



THE JET JALOPY



THE DOUBLE-DECKER-DATE



THE PIZZA ZOOMER

NEXT ELECTION--VOTE THE TEEN-AGE TICKET!!!



BETTY AND VERONICA SAY--

PLAY DOLLS ARE GETTING MORE AND MORE REALISTIC! TODAY'S KIDS WANT DOLLS THAT CRY, WET, DRINK, AND GET SICK! THEY COME WITH SETS THAT INCLUDE EVERYTHING BUT THE KITCHEN SINK! (YOU PAY EXTRA FOR THAT!)

HERE ARE **MAD HOUSE'S** IDEAS ON--

REALISTIC DOLLS!

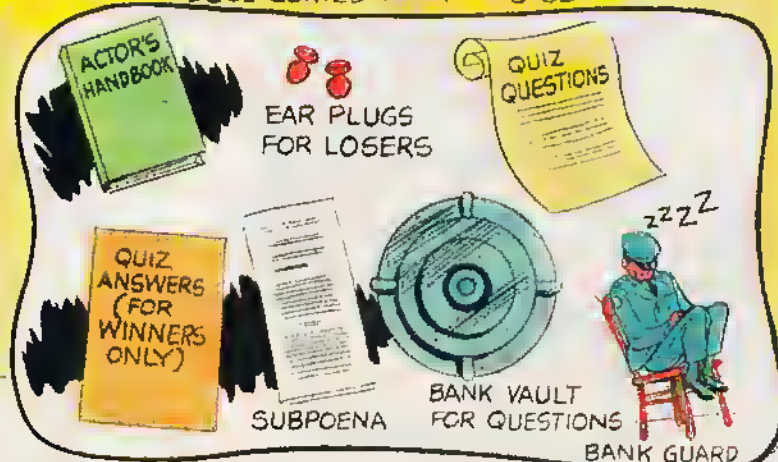


TRUE
FALSE

THE QUIZ DOLL

- DOLL COMES WITH PADDED QUIZ BOOTH!
- REAL SWEAT FORMS ON BROW WHEN DOLL IS IN QUIZ BOOTH!

DOLL COMES WITH THIS SET--



PRIVATE EYE DOLL

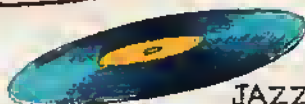
- WHEN YOU BEND THE DOLL, IT CRIES, "WHERE'S THE BLONDE"?
 - GRIM-FACED DOLL HAS EXTRA HARD-TO-BREAK PLASTIC JAW!
- SHAMUS KIT INCLUDES--



SNUB-NOSED .38



UMBRELLA FOR DISGUISE



JAZZ RECORD FOR BACKGROUND MUSIC



BLACK BOOK FOR CLIENTS



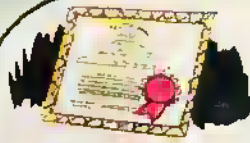
BLACK BOOK FOR BLONDES



ROCK 'N' ROLL DOLL

- HEAR DOLL SING, "HOUND DOG"!
- ROOTED HAIR-- YOU CAN CURL, COMB, AND SET IT TO ANY OF THE HIP STYLES!
- DOLL COMES FULLY JOINTED-- IT TWITCHES AND TWITTERS AT THE NECK, ARMS, AND KNEES!

SET INCLUDES:



ARMY
DISCHARGE



TEDDY BEAR



EXTRA PAIR
OF SIDEBURNS



PLUG FOR
ELECTRIC GUITAR



COMB



BANK DEPOSIT
SLIPS

EXTRA! MODEL SIDEKICKS PERFECT FOR PARENTS WHO DON'T LIKE ROCK 'N' ROLL!

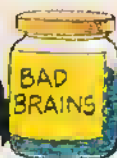
MONSTER DOLL

- DOLL IS ABLE TO GROAN AN EERIE **UGHHH!**
- THIS AMAZING DOLL IS INDESTRUCTIBLE! THIS DOLL WAS BURNED, BLASTED, ELECTROCUTED, AND TOSSED INTO A BUBBLING PIT OF MOLTEN LAVA AND EMERGED FACTORY FRESH!

"MAD DOCTOR" SET



OPERATING TABLE



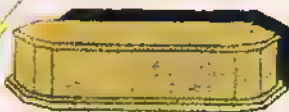
ASSORTED
SPARE PARTS



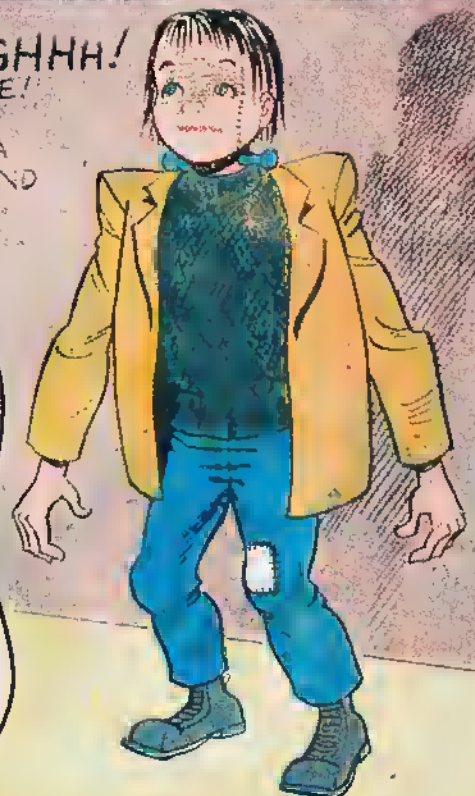
CASTLE



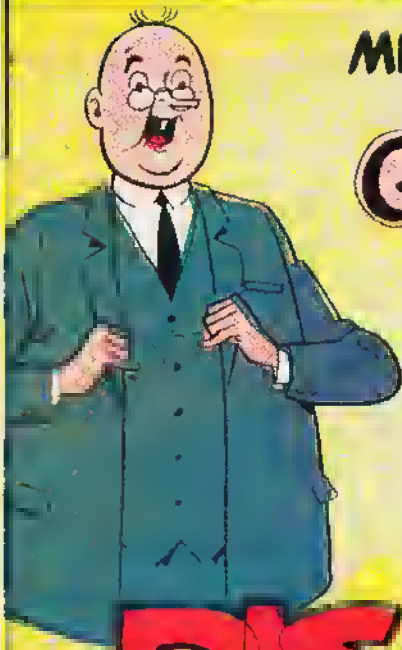
LIGHTNING



SPECIAL COFFIN
WITH FLIP-TOP
LID!



NOTE: IF DOLL IS SHIPPED WEST OF TRANSYLVANIA THERE ARE ADDITIONAL FRIGHT CHARGES!



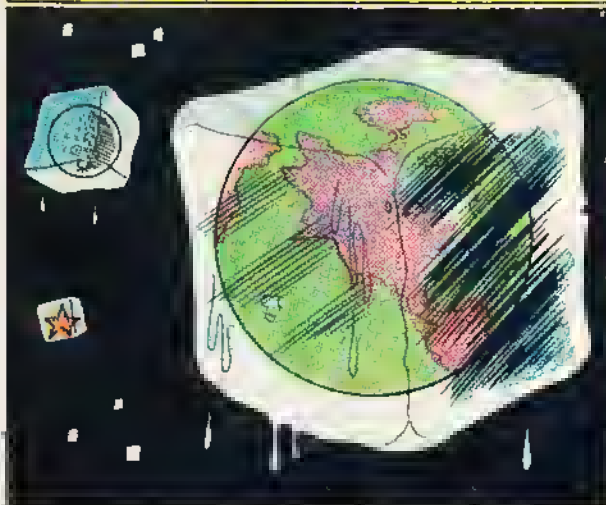
MR. WEATHERBEE PRESENTS

GREAT MOMENTS IN HISTORY

THE DISCOVERY OF THE EARTH

(By the people **ON** it)

Before the earth was discovered (two weeks ago last Thursday, to be exact) it was a very, very cold planet...



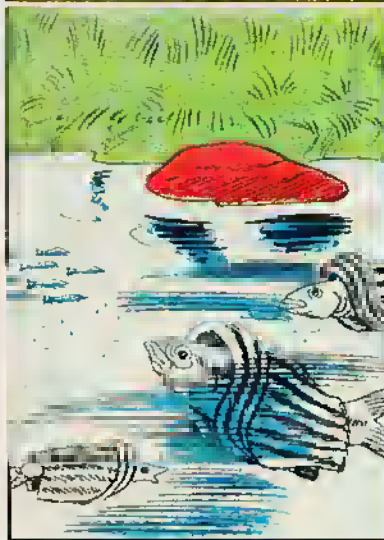
The earth was SO cold that everything on it froze solid. People froze...



Animals froze...



Rivers froze...



Statues froze...



Even deep-freezer's froze...



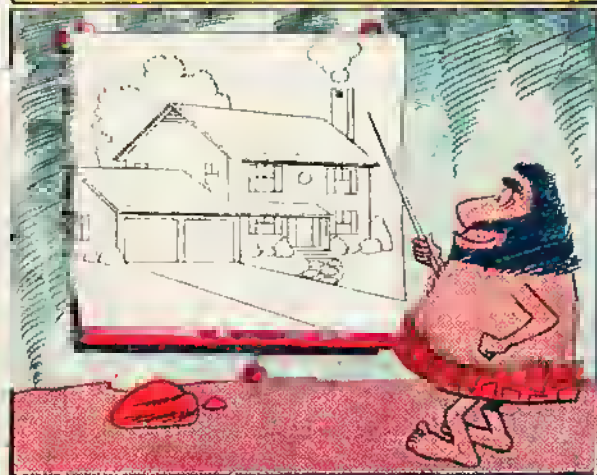
When people talked to each other, their words froze in mid-air and fell to the ground, which made conversation difficult...



Things finally got so bad that a big meeting was called... (it was called "Julius", if you MUST know!)



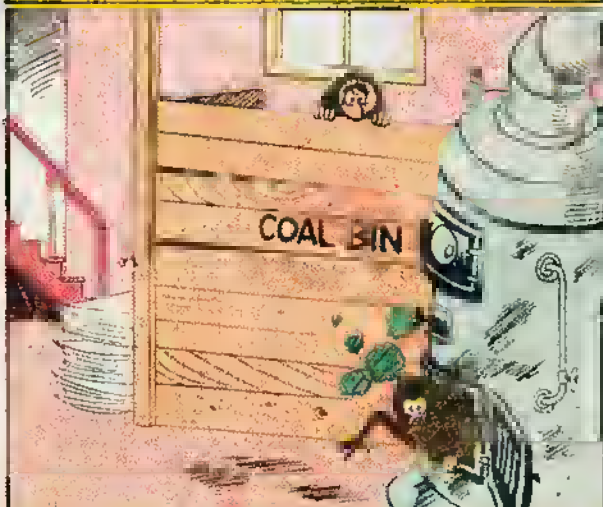
Everybody decided that the way to escape the cold was to move into nice, warm houses...



So they built a bunch of dandy houses with furnaces in them, to keep them warm...



But nobody had any coal to heat the furnaces with...



So ANOTHER meeting was called (this time it was called "Henry")...and every one decided to dig coal mines...



But they didn't know where to dig, because the earth hadn't been DISCOVERED yet...!



They looked all over for coal mines. They looked under the beds...



They looked in the closets...



They even put "lost and found" ads in the papers...



Finally, one of the brighter young citizens climbed to the top of a mountain and **DISCOVERED THE EARTH!**



Once the earth was discovered, the rest was easy. Coal mines were quickly dug... The houses were all heated...



...And everyone lived warmly and happily, forever after...



TODAY, THE EARTH IS USED FOR SUCH THINGS AS--



EARTHWORMS...



EARTHQUAKES...



EARTHLINGS...

...DOWN TO EARTH!

EARTHLY EXPRESSIONS...



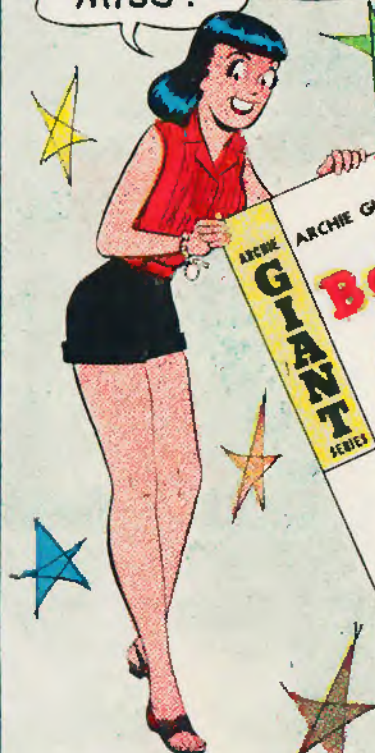
AND BOOK TITLES...

NEXT ISSUE:
**THE DISCOVERY OF
TEEN-AGERS!**

A BRIGHT NEW STAR

IN THE ARCHIE
GIANT SERIES

HERE'S A BRAND
NEW GIANT-SIZED
EDITION OF FUN-FILLED
STORIES AND FEATURES
YOU WON'T WANT TO
MISS!



GET ON OUR
PRE-PUBLICATION
LIST AND BE SURE
OF GETTING *YOUR*
SHARE OF OUR
SUMMER FUN!
JUST SEND
THE COUPON!



SEND
THIS
COUPON
NOW!

MAIL TO: **SUMMER FUN** **1**
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N.Y.

ENCLOSED PLEASE FIND 25¢ IN COIN (35¢
IN CANADA) FOR WHICH YOU WILL SEND
ME THE NEW **BETTY AND VERONICA**
SUMMER FUN AS SOON AS IT IS OFF
THE PRESS.

NAME _____ AGE _____
(PLEASE PRINT)

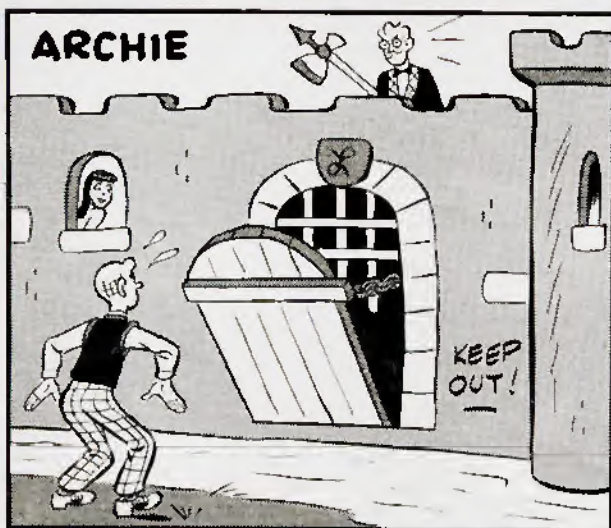
ADDRESS _____

CITY _____ STATE _____

IT'S JUST YOUR IMAGINATION!

HERE'S THE WAY *VERONICA'S HOUSE* LOOKS TO:

ARCHIE



VERONICA

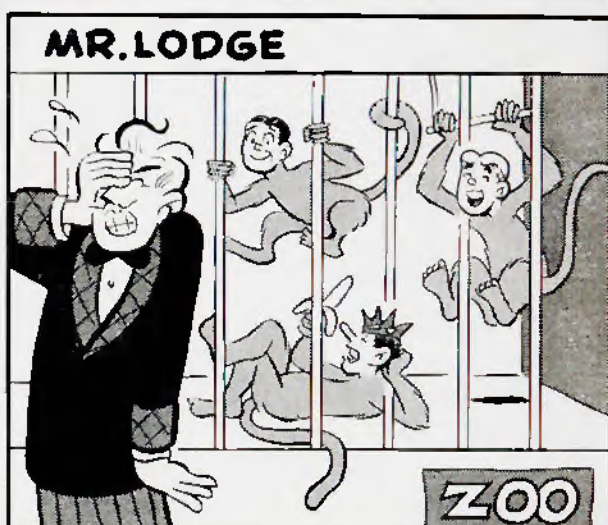


BETTY

the Lodge Clothes Closet

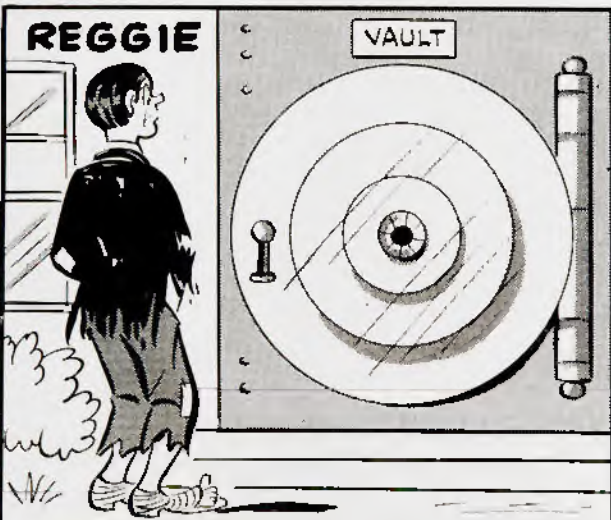


MR. LODGE



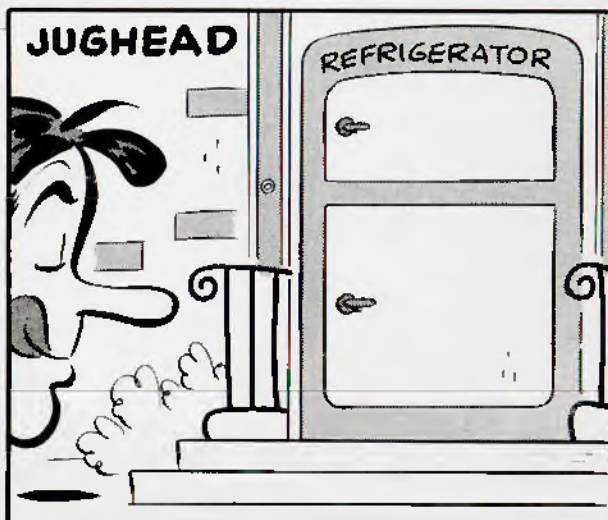
REGGIE

VAULT



JUGHEAD

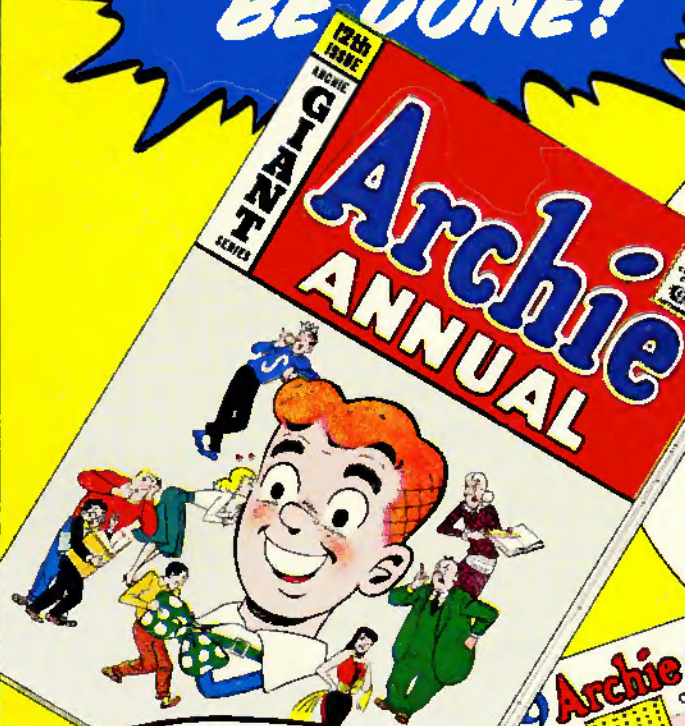
REFRIGERATOR



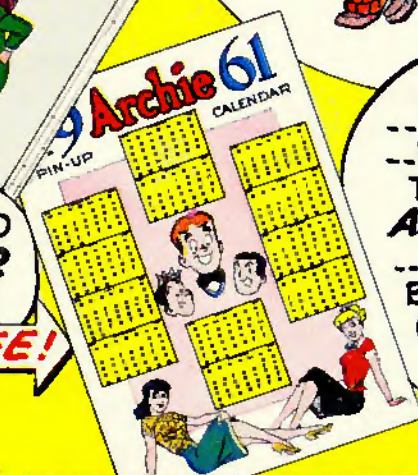
**THEY SAID
IT COULDN'T
BE DONE!**

THEY SAID YOU
COULDN'T MAKE AN
ARCHIE ANNUAL
THAT WOULD DELIVER
MORE LAUGHS THAN
EVER BEFORE!

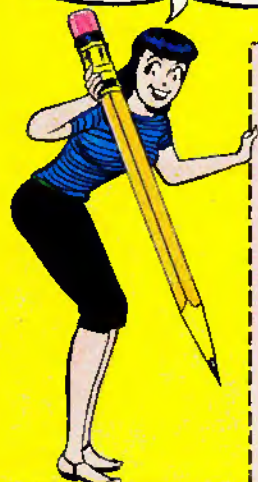
BUT WE *DID*
IT, EH, ARCH?



DON'T DELAY!...MAIL
THE COUPON AND WE'LL SEND
ARCHIE ANNUAL #12
AS SOON AS IT IS OFF THE
PRESS...**PLUS YOUR**
1961 PIN-UP
CALENDAR! **FREE!**



THAT'S RIGHT!
...LOUDER LAUGHS
...WITH MORE GAGS
THAN ANY OTHER
ARCHIE ANNUAL!
...AND YOU GET THIS
BEAUTIFUL PIN-UP
CALENDAR **FREE**
IF YOU ORDER
NOW!



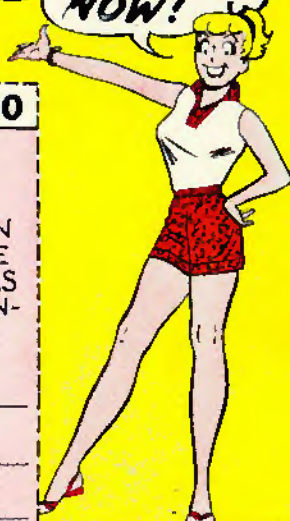
MAIL TO: **ARCHIE ANNUAL #12** | 10
RM. 603, 241 CHURCH ST.
NEW YORK 13, N.Y.

ENCLOSED PLEASE FIND 25¢ IN COIN (35¢ IN
CANADA) FOR WHICH YOU WILL SEND ME THE
GIANT-SIZED ARCHIE ANNUAL #12 AS
SOON AS IT IS OFF THE PRESS PLUS THE PIN-
UP CALENDAR AS A **FREE BONUS!**

NAME _____ AGE _____
(PLEASE PRINT)

ADDRESS _____

CITY _____ STATE _____





some scanner known as irving